

Application for projects over \$500

Approval Requested

 X Final

 Preliminary

Organization Name: WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

Project Name: CONSUMER MARKETING DESTINATION EVENTS PROMOTION:
FEDERATION OF FLY FISHERS CONCLAVE AND FAIR

Application Completed by: MARYSUE COSTELLO AND JAN STODDARD

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Fly fishers are a very integral part of West Yellowstone's tourism market. The Federation of Fly Fishers will be holding their annual Conclave and Fair here in August. To encourage regional participation in this event WYM wishes to buy area newspaper and radio media placement, as well as social media marketing opportunities. The Federation will provide design and production.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

1. Maintain the same level of West Yellowstone Resort Tax Collections as the previous year (July 2010 through June 2011).
2. Maintain the same sewer flows as a rolling average over the previous 5 years.
3. Maintain the same number of lodging nights as the previous year (July 2010 through June 2011) as repeated by the West Yellowstone TBID.
4. Private sector and public agency participation in at least two projects.
5. In conjunction with the Federation, create and craft a multi-media strategy for attracting the largest regional draw at the most effective prices possible.
6. Increase regional attendance at the Fair through a capture of zip codes at entrance.

Refer to the portions of your marketing plan, which support this project.

- Attract visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- Continue to expand our marketing potential by participating in partnerships with other tourism partners.

How does this project support the Strategic Plan?

Goal 1.3: Collaborate with tourism marketing partners to plan/implement priority marketing efforts.

Detail pages attached ☒ Yes ☐ No

Budget page must be attached for approval.

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DETAILS PAGE

It is our plan to collaborate with the Federation of Fly Fishers to create and craft a multi-media strategy for attracting the largest possible regional draw at the most effective prices possible.

Facebook advertising: to area and fishing selected demographic. Begin by the end of this week and run through August 26 Amount budgeted: \$500.00

Salt Lake:

KSL:

August 20: Outdoor Show with Tim Hughes: 6:00 am to 8:00 am

4-60 second spots, 4-traffic spots, includes a minimum of a seven minute free interview with a Federation representative about the Conclave and Fair

August 27: 4-60 second spots, 4-traffic spots

Cost: \$520.00

KALL700 (ESPN):

Week of August 16-19: 30 spots: 30 and 60 seconds Monday through Friday 6a to 7p

Week of August 22-26: repeat of the above. Plus: free web banner on KALL Sports web site promoting the event:

Cost: \$750.00

Backcountry Radio Network

Week of August 16-22

50 spots: 30 seconds on 5 stations: KTKK in Salt Lake, KTMP in Heber, KCYN in Moab, KCPX in Spanish Valley and KOAL in Price around the Backcountry Utah show that airs an hour on Saturday and condensed three-minute drive-time format which airs twice daily in all but the Salt Lake market. Includes free interview of minimum of seven minutes on the Saturday show.

Cost: \$780.00

Idaho Stations:

Pocatello & Rexburg

KSEI and KRXX: total spots during the time frame of August 16-26 and still being negotiated by the Federation Cost: \$650.00

West Yellowstone Chamber of Commerce
CONSUMER MARKETING DESTINATION EVENTS PROMOTION: Federation of Fly Fishers
Conclave & Fair

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Creative (web banners)	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:					
Internet (Facebook) advertising	\$500	+	\$0	=	\$500
Radio (spots, interviews, banners)	\$2,700	+	\$0	=	\$2,700
	\$0	+	\$0	=	\$0
TOTAL	\$3,200	+	\$0	=	\$3,200

TRAVEL:					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
TOTAL	\$0	+	\$0		\$0

OTHER:					
	\$0	+	\$0	=	
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	
TOTAL	\$3,200	+	\$0		\$3,200

REGION/CVB					
PROJECT TOTAL	\$3,200	+	\$0	=	\$3,200